



Society of Tissue Viability Webinar & Symposia Events - Guidelines for Companies

Sharing expertise - we platform the best new thinking and practices in skin health and wound healing and make sure it reaches the people it needs to.

Working with our Corporate Sponsors to share knowledge and ideas is another way we can build a community of people who are passionate about skin health and wound healing. The way we work is every bit as important as what we do. We're proud to be a totally independent charity that has its members and patients at its heart. So it's important to us that when we work together to deliver events that they fit with the ethos of the Society of Tissue Viability.

The four principles that guide everything we do

We are collaborators

We believe that skin health and wound healing is everyone's business and that change happens when we work together, not in silos.

We are change-makers

We turn ideas into action that changes the way skin health and wound healing is thought about and delivered.

We are crusaders

We are passionate about solving skin and wound challenges and we work to get more people engaged and excited about the possibilities for it.

We are a clean pair of hands

We are led by science and evidence and we never do or endorse anything that we don't trust or believe in.

We have made these guidelines so that together we can create spaces where professional connections are made, ideas are shared and collaborative action happens. Please read and understand them.

Content for your event

- The focus of your Symposium/Webinar should always be educational, with clear learning objectives for the audience
- All talks should be evidence based
- Where possible, please use independent speakers and the sessions should be presented live with opportunities for interaction and Q&A
- Product names should be genericised and referenced although we recognise that images will contain your product branding
- Your corporate branding may be used throughout all of the slides that may accompany your talks
- Product branding or promotion can be freely used in any of your supporting materials (flyers, papers etc)

Speakers for your event

- The number of speakers is entirely up to you but the Society of Tissue Viability would recommend 2 – 4 for both webinars and symposia but it can be more if you are running a discussion type event
- It is your responsibility to choose the speakers - if you need assistance, the Society of Tissue Viability may be able to give suggestions based on the subject matter
- You can communicate directly with your speakers if preferred or the Society of Tissue Viability can do this as a part of the Symposium/Webinar fee or a combination of both may work for you
- Payment of any speaker honoraria would be your responsibility and this is not included in the Webinar/Symposium fee

Technical information - virtual events

- The Symposium/Webinar will be run live with pre-recorded PowerPoint sessions as a back-up
- The platform the TVS will use is Zoom Video Webinar
- The Symposium/Webinar will also be streamed via Facebook Live to the TVS Facebook page which currently has 3,000+ likes
- You will have a full recording of the Webinar/Symposium that you can then use on your own website, social channels etc
- You will be given a transcript of the chat and Q&A so that you can follow up on any questions that were not answered during the session
- We will host and moderate (from a technical perspective) the Symposium/Webinar on your behalf and will also arrange all of the relevant practice sessions with you and your speakers

Technical information - Face to Face Symposia

- For face to face Symposia at the Society of Tissue Viability Conference the Society will handle all of the A/V requirements for your event
- You will be given a slot for a practice session before your event for both you and your speakers

Advertising and marketing for your event

- Your Symposium/Webinar will be promoted heavily through both paid and unpaid advertising across our social media platforms, website and email database. This will start from the moment all of the details of the Symposium/Webinar are finalised until the event itself
- The Society of Tissue Viability will also promote the on-demand recording of the Symposium/Webinar from our website and YouTube Channel
- You can develop the branding for your event or if you prefer it can be done in a Society of Tissue Viability style with an acknowledgement of sponsorship - both are fine but it must not include any product promotion

Other information

- The duration of our Sponsored Symposia/Webinars is 1 hour which needs to include adequate time for Q&A
- A Society of Tissue Viability Trustee will be assigned to work with the company for each Symposium/Webinar, they will be someone with relevant experience and knowledge of the subject matter

Timelines

- **The Society of Tissue Viability will need final content for your event at least 5 weeks before the date of the event.** This is to ensure:
 - The content of your event is consistent with the ethos of the Society of Tissue Viability and the guidelines mentioned in the first section of this document
 - That we have adequate time to advertise the event - it is detrimental for both yourselves and the Society of Tissue Viability if we do not have the time to attract the relevant audience
- Final content includes the following:
 - Full title
 - Brief description of the event
 - Learning objectives
 - Target audience
 - Speaker names and biographies
 - PowerPoint presentations if being used or if not a transcript of what the talk will include
- **If the final content is not available at least 5 weeks before the date of the event the Society of Tissue Viability reserve the right to cancel/move the Symposium/Webinar**

Terms and conditions

- **Payment** - an invoice will be issued on receipt of the booking form and payment is due 30 days from the date of the invoice
- **Cancellation** - If, at any time after booking a Symposium/Webinar, the sponsor cancels, the following costs will be incurred:
 - 3 months prior to the event, the organiser will refund 50% of the total cost
 - If cancellation occurs within one month of the start of the event, no refund will be given
- **Your data** - please refer to our privacy policy for details of how your data is handled